

# Cookie Policy

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## 1. Our Cookie Policy

iMogul AI, Inc. and/or its designees, affiliates, related entities, divisions, subsidiaries, and/or parent companies (collectively, as applicable, “**Company**,” “**we**,” “**our**,” or “**us**”) may use cookies on [www.imogul.ai](http://www.imogul.ai), its subdomains, and any portal or other site owned or operated by Company (each, a “**Site**”). By using a Site, you consent to the use of cookies. Our Cookie Policy explains what cookies are, how we use them, how third parties we may partner with may use cookies on a Site, your choices regarding cookies, and how you can manage them.

## 2. What Are Cookies?

A “cookie” is a small piece of information stored on your device when you visit a website. The cookie enables the applicable application or site to remember you and how you’ve used the site every time you come back. A cookie can be a “persistent” or “session” cookie. A “persistent” cookie will remain for a period of time set for that cookie. A “session-based” cookie is allocated only for the duration of your visit to the website and automatically expires when you close down your browser.

First-party cookies originate from the same domain as the website you’re currently visiting (for example, in this case it may be [www.imogul.ai](http://www.imogul.ai) or another Company site). Third-party cookies originate from a domain that is different from the website being visited. For example, when you visit our website, we may link to another company’s website (like a payment processor), or another company, like Google Analytics, may place cookies on your device to provide us with analytics on our website visitors and to let us know if you view our content. We don’t control how these third parties use their cookies, so we suggest you check their websites to see how they’re using them and how you can manage them. How Google uses cookies is [here](#).

If you want to know more about cookies, head to [allaboutcookies.org](http://allaboutcookies.org). Please note, these links are not operated by us, and may open a new window or browser tab.

## 3. How We Use Cookies

We use cookies to do several things. For example, cookies are used to enable certain functions of the Sites, enhance security, improve functionality, remember your preferences, or count the number of

people looking at a Site. We also use them to keep track of what you've done on the Sites, and how to get you back to where you were during your last visit.

We receive data from you as part of the communication connection itself through the standard electronic greeting between your computer or mobile device and our servers. This information often consists of network routing (where you came from), equipment information (browser type), internet protocol address, date, and time. Other parts of the Sites use cookies (including signup forms) to collect information about your use of the Sites and to facilitate return visits. Cookies on the Sites may collect the following information: a unique identifier, user preferences, profile information that is used to personalize the content shown, and user information.

Cookies themselves don't hold personally identifiable information ("PII"). They only have a unique alphanumeric identifier that sits on your browser. And in many cases, we won't be able to link the information we collect by using a cookie back to you. They can, however, enable us to link that information back to you and your personal information, for example, when you log in or sign up on a Site, or choose to register for a newsletter.

We may also engage third parties to track and analyze non-personally and personally identifiable website data. To do so, we may permit third parties to place cookies on devices of users of our Sites, where permitted by law, and subject to your right to opt out through the Sites. Such third parties may combine the information that we provide about you with other information that they have collected. We will record all such disclosures and will use reasonable efforts to ensure that such third parties do not use your PII for any purpose that is not expressly provided for.

We've put our cookies into the following categories or "types" to make it easier for you to understand why we need them:

- **Strictly necessary** – these are used to help make our Sites work efficiently.
- **Performance** – these are used to analyze the way our Sites work and how we can improve them.
- **Functionality** – these help to enhance your experience by doing things like remembering what you've done while logged into your account.
- **Targeting/advertising** – these are used to share some information with third parties with which we advertise, so we know how you've reached a Site. We can also use cookies to identify the parts of the Sites in which you are interested. We then use this information to show you advertisements and pages we think may also be of interest to you, to tailor how we communicate with you, or to tailor the contents of the communications we send to you. If you prefer, you can opt-out of these. Tailoring of content means it includes information reflecting the interest you've shown in the content of our web pages or offers or promotions that we think may interest you. Through tailoring content, we may improve how we respond to your needs.

In addition to the cookies we use on our Sites, we also may use cookies and similar technologies in some emails and notifications we send to you. These may help us to understand whether you have opened an email and how you have interacted with it. If you have enabled images, cookies may be set on your computer or mobile device. Cookies also may be set if you click on any link within the email.

## 4. Controlling Your Cookies

To use certain tools or sign up for information from Company, you may be required to enable cookies on your internet browser. If you choose not to enable cookies, you still will be able to browse our Sites, but it will restrict some of the functionality of our Sites and what you can do.

You can set your web browser to alert you when a cookie is being used. You also can get information on the duration of the cookie and what server your data is being returned to. You then can accept or reject the cookie. Additionally, you can set your browser to refuse all cookies or accept only cookies returned to the originating servers.

You can opt in or out of cookies at any time – except strictly necessary cookies (these are used to help make our Sites work efficiently). If you wish to restrict or block the cookies set by any website – including the Company website – you can do this through the web browser settings for each web browser you use, on each device you use to access the internet. You may “clear” all cookies to force our cookie preferences panel to restart so that you may change your cookie preferences at any time. Currently, it is technically impossible for you to automatically synchronize your settings between your browsers and devices (e.g., your computer and your smartphone), so you must manage your cookies on each browser, on each device. Some browsers, but not all, may offer limited synchronization of cookies.

Information on controlling and deleting cookies, including on a wide variety of browsers, is also available at [allaboutcookies.org](http://allaboutcookies.org). Some of the more popular browsers (and links to manage your cookies on each) are as follows:

- [Microsoft Edge](#)
- [Firefox](#)
- [Safari](#)
- [Google Chrome](#)

Some services may not function or may have more limited functionality if your web browser does not accept cookies. However, you can allow cookies from specific websites by making them ‘trusted websites’ in your web browser.

If you want to opt-out of cookies across different advertising networks, the [Network Advertising Initiative website](#) has more information and guidance.

You can learn more about Google’s practices by going to [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/) and opt-out by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

If you don’t wish to accept cookies from one of our emails, you can choose not to download any images or click on any links. You can also set your browser to restrict cookies or to reject them entirely. These settings will apply to all cookies, whether included on websites or in emails. Depending on your email or browser settings, cookies in an email may sometimes be automatically accepted (for example, when you’ve added an email address to your address book or safe senders list). For more information, refer to your email browser or device instructions.

## 5. Other Tracking Technologies

In addition to cookies, we may use other methods and technologies to store or collect certain information about you (collectively, “**Tracking Technologies**”). Beyond cookies, a few of the Tracking Technologies that may be used on a Site or other services of Company include, but are not limited to, the following (as well as future-developed tracking technology or methods that are not listed here):

- **SDK, or Software Development Kit.** An SDK or a software development kit is a software component that can allow us or third parties to show you advertisements, collect usage information, and/or perform other functions.
- **Web Beacons.** Certain sections of our services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity). A web beacon may be invisible to you.
- **Embedded Scripts.** An embedded script is programming code that is designed to collect information about your interactions with a Site, such as the links you click on.
- **ETag, or Entity Tag.** An ETag or entity tag is a feature of the cache in browsers. It is an opaque identifier assigned by a web server to a specific version of a resource found at a URL.
- **Browser Fingerprinting.** Collection and analysis of information from your device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes of identification.
- **Recognition Technologies.** Technologies, including application of statistical probability to data sets, which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user).

We may use Tracking Technologies for a variety of purposes, including:

- To allow you to access and use a Site or other services, including for the prevention of fraudulent activity and improved security functionality;
- To facilitate navigation, display data more effectively, collect statistical data, personalize your experience while using the Sites or other services, and recognize your device to assist your use of a Site or other services;
- To assess the performance of the Sites or other services, including as part of our analytic practices or otherwise to improve the design and functionality, content, products, licenses, or services offered through the Sites or other services;
- To offer you enhanced functionality when accessing a Site or other services, including identifying you when you sign into a Site or other services, keeping track of your specified preferences, or tracking your online activities over time and across third-party sites; and
- To deliver content relevant to your interests on our Sites, other services, and third-party sites based on how you interact with our content or the Sites or other services.

If you have questions about our use of cookies or other Tracking Technologies, you may contact us at [privacy@imogul.ai](mailto:privacy@imogul.ai).